Capabilities

Aria Crescendo defines the new standard for cloud-based monetization with multi-dimensional customer choice.

Product Management

- N-tier Product Catalog
- Subscription, Usage Pricing
- Bundles
- Promotions
- Coupons
- Credits

Customer Management

- Hierarchical Accounts
- Actionable Customer Insights
- Entitlements

Billing Management

- Agile Billing
- Rating
- Dunning

Financial Management

- MRR/ARR
- Revenue Recognition
- GL Integration

Revenue Analytics

- Dashboards
- Reporting
- Customer Insights

Omni-node Technology

- Unbounded offers
- Unbounded accounts

Active Orchestration

- Events
- Provisioning
- Workflow
- Services
- Rules

IoT-Ready

- Device Level Usage
- Data Stream Monetization

Cloud Connectivity

- APIs
- Salesforce Connector

Enterprise Grade

- Security
- Scalability
- Reliability

Aria Crescendo

The Platform for Multi-Dimensional Customer Choice

Aria Crescendo enables businesses to better court ever-demanding customers who require unbounded choice. With Aria's Omni-node™ technology, the elegant n-tier product catalog and hierarchical account management architecture, enterprises can create offers and accounts in almost infinite variations. Customers are afforded greater choice to purchase only what they want and pay only how and when they want—versus conforming to constraints imposed by the corporation's outdated billing technology. Innovative companies depend on Aria Crescendo for increased agility, greater billing transparency and flexibility that maximizes customer lifetime value and ultimately fuels growth.

While other platforms are focused on how products are sold, Aria Crescendo is designed for how customers buy—which is increasingly recurring- and usage-based with pricing, promotions, provisioning, invoicing, and delivery tied to the end user for increased choice. Yet, the plethora of permutations of product attributes, pricing, promotions, consumption options, payment methods and dunning processes, and terms tied to complex accounts, payers, channels, business units, geographies, entities, and schedules have hamstrung existing monetization systems and long baffled cross-functional teams dependent on those systems.

Aria Crescendo is the first platform, cloud or on-premise, with the ability to aggregate bills for multiple locations, to make services transient to users as they move from one location to another, to move digital add-on services for "child" entities from simple "parent-pay" to "self-pay" as needed, and to split components of service bundles among payers—all without any custom coding. Critically, however, Aria provides all of this capability without imposing the risk of having to fully replace legacy systems. Thanks to Aria's state-of-the-art Active Orchestration™ integration toolkit, businesses can benefit from the agile augmentation Aria provides while allowing incumbent systems to remain in place as needed.

Aria Crescendo benefits both customers and the businesses that serve them:

- **Line of Business Enabled** – Removes the billing bottleneck that has shackled marketing from delivering and iterating on offerings, bundles and promotions. Built so business owners can deliver more of the offerings and services that their buyers want. Supports vendors' ability to highly tailor product offers and create complex account hierarchies to meet customers' unique requirements.

  They can tie them to their hierarchy of accounts with complex combinations of payers, channels, business units, geographies, entities, and schedules. Allows fast delivery, testing and iteration of widest variety of product offerings. Minimizes unnecessary steps, clicks, and overall complexity of sophisticated monetization scenarios and products. Eliminates SKU proliferation and reduces tiresome scrolling to save manpower and computing power while creating a better user experience.

- **Customer First** – Facilitates multi-dimensional choice so customers can buy the products they want, for the people they want. Customers can define and buy the exact set of product attributes, pricing, promotions, consumption options, payment methods and terms to meet their needs. Delivers transparent and accurate billing and invoicing.

- **Extensible** – Uniquely enables boundless permutations of products, bundles, and promotions with one-to-many accounts to entities, devices, and locations hierarchies via Omni-node n-tier product catalog and hierarchical account management technologies. Empowers flexible and efficient handling of any product, offering, or service that enterprises might dream up now or down the road. Designed to meet the explosion of IoT data monetization, aka the Monetization of Things™ (MoT).

- **Enterprise-Ready** – Employs carrier-grade, industrial-strength hardware and software technologies to meet and exceed the most stringent availability, reliability, security and privacy standards.

Aria Crescendo Features & Benefits

Process Management – Automate core billing and revenue management capabilities:

- Product Management – Dynamic and extensible hierarchical product catalog for sophisticated subscription and usage-based pricing, bundling, promotions and discount management without SKU proliferation.
- Agile Billing Management – Timely, accurate billing with human intervention on an exception basis.
- Customer Management – Hierarchical accounts, entitlements, customer history and ability to create parent/child relationships. Monitor and influence customer behavior via actionable customer insights.
- Financial Management – Billing and revenue recognition with the ERP/Financial Management system of record.

Event Management – Tailor business processes and event management across the ecosystem via Aria's proprietary Active Orchestration APIs and Workflow.

Line of Business Enablement – Empower business users with direct control—through configuration, not code—to better monetize their offerings.

Enterprise-Grade Scalability & Security – Trust your monetization operations and connectivity to the leader in enterprise monetization. **Rapid**

Time to Value – Transform digital business and go to market faster with the proven experience and expertise of the market leader.

IoT Ready – Enabling the monetization of the widest variety of usage-based offers, packages and plans.

Out-of-the-Box Integration – Go live quickly with Aria's broad library of APIs for B2B connectivity as well as FTP data sharing.

With Aria Crescendo, buyers are happier, more loyal, and retained for longer periods of time. Fittingly, they are also more open to cross-sell and upsell opportunities. As a result, revenue is more predictable and companies are more profitable.

Learn more today at www.ariasystems.com

About Aria Systems

Aria Systems' cloud-based monetization platform is the consensus analyst choice, top ranked by leading research firms. Innovative enterprises like Audi, Zipcar, and Subaru depend on Aria to accelerate time to market and increase flexibility, enabling them to maximize customer value and grow recurring revenue through subscription and usage-based offerings.

For more information go to www.ariasystems.com
or contact Aria at info@ariasystems.com or 1-877-755-2370.